

Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1-30. (Canceled)

31. (Currently Amended) A drive method of an electrooptic device that divides each field into a plurality of subfields on a time base for driving a pixel, and controls and drives the subfields for bringing into a transmissive state each of a plurality of pixels which include an electrooptic material disposed in intersection areas between a plurality of data lines and a plurality of scanning lines, by an ON voltage or an OFF voltage in accordance with a multi-bit display data, whereby the respective pixels display gradations within one field by a subfield drive scheme, the drive method comprising:

bringing at least one of the subfields in which a pertinent pixel is to be brought into the transmissive state, ~~the pixels in the transmissive state being successively arranged in the state and which are only concentrated in a first half of the pertinent field on the basis of~~ the multi-bit display data, into a non-transmitting condition as controlled for displaying a gradation per pixel on the basis of the multi-bit display data.

32. (Currently Amended) A drive method of an electrooptic device according to Claim 31, among the subfields in which the pertinent pixel is to be brought into the transmissive state and which are ~~successively arranged in a~~ only concentrated in the first half of the pertinent field on the basis of the multi-bit display data, at least one subfield other than the subfield where the transmissive state starts, but which lies in the vicinity thereof being brought into the non-transmitting condition in conformity with the rules stipulated by the multi-bit display data.

33. (Currently Amended) A drive method of an electrooptic device according to Claim 31, among the subfields in which the pertinent pixel is to be brought into the

transmissive state and which are ~~successively arranged~~ only concentrated in the first half of the pertinent field on the basis of the multi-bit display data, at least one subfield other than the subfield where the transmissive state ends but which lies in the vicinity thereof being brought into the non-transmitting condition in conformity with rules stipulated by the multi-bit display data.

34. (Currently Amended) A drive circuit of an electrooptic device having pixels that include pixel electrodes disposed in correspondence with intersections between a plurality of scanning lines and a plurality of data lines, switching elements that control voltages to be applied to the respective pixel electrodes, an electrooptic material enclosed in intersection areas between the plurality of data lines and the plurality of scanning lines, and a counter electrode arranged in opposition to the pixel electrodes;

the drive circuit controlling subfields for bringing each of the pixels into a transmissive state, by an ON voltage or an OFF voltage, whereby the respective pixels display gradations within one field by a subfield drive scheme on the basis of a multi-bit display data;

the drive circuit comprising:

a control device that performs control on the basis of the multi-bit display data so that at least one of the subfields in which a pertinent pixel is to be brought into the transmissive state, ~~the pertinent pixel in the transmissive state being successively arranged in the state and which are only concentrated in a first half of the pertinent field, field on the basis of the multi-bit display data,~~ may be brought into a non-transmitting condition for displaying a gradation per pixel on the basis of the multi-bit display data.

35. (Currently Amended) An electrooptic device, comprising:

pixels which include pixel electrodes disposed in correspondence with intersections between a plurality of scanning lines and a plurality of data lines, switching elements for controlling voltages to be applied to the respective pixel electrodes, an

electrooptic material disposed in intersection areas between the plurality of data lines and the plurality of scanning lines, and a counter electrode arranged in opposition to the pixel electrodes;

a scanning line drive circuit which supplies scanning signals for dividing each field into a plurality of subfields on a time base for driving a pixel, and that renders the switching elements conductive in each of the plurality of subfields, to the scanning lines; and

a control device that controls a data line drive circuit in accordance with a multi-bit display data so that pulse signals for bringing the respective pixels into transmissive states are only concentrated in a first half of the field, and that at least one of the pulse signals which bring the pixels into the transmissive states and which are successively arranged only concentrated in the first half of the field on the basis of the multi-bit display data, may be brought into a non-transmitting condition in accordance with the multi-bit display data for displaying a gradation per pixel.

36. (Previously Presented) An electronic equipment comprising the electrooptic device according to Claim 35.